

An empirical relationship between Consumer Behavior, Customer Satisfaction, Brand Awareness and Brand Loyalty

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Abstract

The study is conducted in order to understand how, consumer behavior, customer satisfaction and brand awareness can impact on the brand loyalty in the clothing sector of Pakistan. The study is important in nature as, brand loyalty is considered to be an important factor especially in clothing industry. Pakistan has vibrant domestic apparel sector and therefore production of textile products contribute significantly in the economic growth of the country. The study was quantitative in nature and employed close-ended questionnaire in order to collect data from 300+ consumers of the multiple clothing brands of Pakistan. The reliability of the instrument was found to be higher than 0.70. Hence, the instrument objectively measure the constructs under investigation. Hence, it was concluded at the end that, there is a significant but weak relationship between consumer behavior and brand loyalty, similarly, there is a significant but weak relationship between brand awareness and brand loyalty. However, the moderate nature of relationship was found between customer satisfaction and brand loyalty in Pakistan.

Keywords: Brand loyalty, Consumer behavior, Consumer satisfaction, brand awareness, Quantitative

Introduction

This research has been conducted to examine the direct effects of Brand Loyalty on Consumer Behavior with regards to the Clothing Industry in Karachi, Pakistan. As everyone is aware, the clothing industry belongs to the category of the most in-demand and desired industries in Pakistan, especially amongst the female gender. With the growing passage of time, the population of Pakistan is gradually facing a change in their lifestyle and hence clothing choices, thereby converting their ‘wants’ for branded and different kinds of clothing into ‘needs’ instead. Most of the individuals ranging from a child to an octogenarian in Pakistan would instantly name a few of their preferred brand choices as far as clothing is concerned and would also exhibit ‘heart loyalty’ or ‘hand loyalty’ when it comes to their brand choices.

According to Fournier (1998) people tend to define themselves by various means, one of which is by becoming associated with a particular brand. For example, we tend to hear about the ‘iPhone Users vs Android Users’ debate, and we can discern that while both are smartphone users, they have attached themselves to a particular Operating System and will distinguish their tastes and preferences based on their preferred Operating System. Brand attachment largely depends on past experiences as well as background (Belk, 1998).

Similarly, the populace in Pakistan also attaches itself to a particular clothing brand and may not give new brands much thought while making a purchase decision. Considering the words of Schau (2000) people tend to become what they consume, and they consume what they already are. This reason branding has an important role in marketing strategies of most clothing brands in Pakistan. Branding also helps organizations in launching new products with ease, as loyal customers who trust the brand enough to purchase anything from it will not hesitate much before buying a new product from the same brand.

Given the rise in the population and awareness amongst people in terms of fashion choices, the brands get the rise with the level of appearing before our eyes every single day, thus leading to increased competition between clothing brands as well. In the world of buying and selling, every organization aims to achieve Brand Loyalty amongst it, consumers, as it gives them a competitive edge in the marketplace and provides benefits such as decreased advertising cost, the freedom to introduce premium-priced products and to increase the pricing of the products over time. Similarly, the clothing industry in Pakistan thrives upon the aspect of Brand Loyalty as that helps them improve their sales regardless of the political or economic conditions of the country. Consumers in Pakistan are becoming highly brand conscious day by day as a result of increased exposure and awareness, brought on by the digital age where they can learn more about fashion choices through TV and the internet. People in Pakistan may even refer to plenty of their fashion choices based on the decade, for example, 80s style or 90s style clothing. Previously, the fashion and clothing industry could rely on consumers to purchase any kinds of clothes available since consumers were not as brand conscious or had any awareness before.

However, in the current decade, most males as well as females in Pakistan (of all ages), are aware of their fashion choices and will buy clothes based on decisions they have already finalized in their minds. If we compare the consumer of today to the consumer from half a century ago, the consumer knows about the top brands such as Khadi, Gul Ahmed, Junaid Jamshed and a few others. The choices that consumers make are, in turn, based on previous experiences that they must have had, which must have been satisfactory from their perspective. Customer satisfaction can be derived from the brand experience that ultimately plays a crucial role in the development of brand loyalty. The adventures of a consumer with the brand determine whether or not the consumer wishes to stay loyal with the brand and buy from that particular brand consistently. Therefore, brands try their best to facilitate their customers by producing the product that goes in line with their demands.

Gul Ahmed is considered as the top brand, followed by Khaadi and Junaid Jamshed in terms of consumer choices as of 2015. There is little research to support and explore the marketing aspects of these brands but if we consider the stats until 2015, the brands spent around PKR 11 billion on outdoor media alone, in the five major cities such as Karachi, Lahore, Rawalpindi/Islamabad, Faisalabad and Multan. While these brands do have their fair share of loyal customers, they have to spend on marketing to battle the continually growing competition from new emerging brands. Since other brands such as Bonanza Starangi, Sana Safinaz, Asim Jofa, Nishat Linen and a few others continue to give fierce competition to already established brands, the established brands need to ensure that they keep on delivering the best kind of customer satisfaction through brand experience, thus maintaining brand loyalty in the long run. According to Macdonald(2000), brand awareness indeed influences the consumer decisions on a large scale, since the consumer will immediately recall a particular brand or several brands when contemplating a certain kind of a purchase decision.

A customer cannot become comfortable and buy a particular product unless a level of brand awareness is there (Roselius & Percy, 1987)we can understand the situation if we consider how a person may not be comfortable dealing with a stranger or someone they are not acquainted with, as opposed to someone they have known from a long time. Therefore, brand awareness also employs a significant role in positively affecting the purchase decision of consumers (Shabbir & et al, 2010). Last but of course not the least the shopping with respect to the online has no amount of restriction can shop any time anywhere(Xisofen & Yiling, 2009).This is the fact the variable and the factors analyzed sounds to have the vast significant impact on the mode of shopping via online (Salehi, 2012).

Objectives of the Study

The objectives of this research are as follows:

To determine if consumer behavior has an impact on brand loyalty.

To investigate the impact of brand awareness on brand loyalty.

To explore if Consumer satisfaction has an impact on brand loyalty.

Hypotheses

The Hypotheses of this study are as follows:

H₁: Consumer behavior has a significant impact on brand loyalty.

H₂: Brand awareness has a significant impact on brand loyalty.

H₃: Consumer Satisfaction has a significant impact on brand loyalty

Review of the Literature

The business world thrives upon a lot of factors for building a name in the market as well as for garnering a major share of the market. Every organization is working to ensure that they increase their overall sales and hence their share of the market as well. The sales and success of a business not only requires the business to create relationships with new customers but to retain their existing customers as well.

The clothing and garments industry is one of the oldest and largest global industries and one of the most important in the Islamic Republic of Pakistan as well. In fact, as per Gereffi (2002), the clothing industry was one of the ‘starter’ industries, which eventually lead to export-oriented industrialization in the world. Most individuals tend to consider clothing and fashion as the same, whereas, fashion can be defined in several contexts and can have several different interpretations (Barnard, 2002). Fashion can consist of long term as well as short term trends and may be influenced by economic, social and even political transitions in a region, thus leading to the creation of new trends and products (Arnold R., (2009). If we compare between the launching seasonal trends, which they did by predicting the wants and the needs of the consumers. However, the method has become outdated and fashion brands have to keep up with the constantly diversifying demands of the current populace by producing the goods with the best quality as well as lowering their prices. Nevertheless, price and demand are not the only factors that come into play when we analyze the clothing and fashion industry on a whole.

According to Webster (1994) in the fiercely competitive world of today, an organization's or brands largest asset is its customer. The extent to which a customer is satisfied directly affects the profitability of the brand as well. Bolton and Drew, (1991).The demand of consumers and customers varies by region and other demographics, but it cannot be ignored that the higher the number of satisfied customers, the better the Return-on-Investment (ROI) and the market share of the brand.

Retaining existing customers and creating relationships with new customers calls for different types of marketing strategies ranging from advertising and branding and so much more.

However, in order to build the successful marketing strategy that earns the ROI and required market share, brands need to implement and execute the correct type of marketing strategies. As far as the marketing aspect of clothing brands is concerned, no clothing brand can sustain if they do not implement the accurate strategies and build upon variables such as Brand Loyalty, Customer Behavior, Customer Satisfaction and Brand Awareness. Each of these variables in turn employs a pivotal role in determining the success of an organization and whether or not the organization will successfully become a top-tier brand.

Brand Loyalty

Brand Loyalty is always recognized and treated as one of the most integral parts of the business world. In fact, when considering brand equity, brand loyalty forms one of the key constructs in understanding most concepts related to brand equity. (Veloutsou et al., 2013). According to Kotler and Keller (2006) the market share of a brand increasing and the brand's profitability also increases if the total percentage of loyal customers goes up. Therefore, we can define Brand Loyalty as the outcome of the consumer behavior and the level of influence that an individual likes a particular something. In other words, brand loyalty is when a consumer will choose to stick with a brand and buy their products regardless of the pricing of the product. The consumer

will repeat their purchases from the same brand and will not even consider replacing the brand or searching for a substitute for the brand, since it has now become in their minds that the brand that they prefer is not only better than other brands, but also superior in a lot of ways. These customers in turn help in growing the number of customers through the help of word of mouth. When these customers exhibit a strong sense of brand loyalty with the brand, they may go on and tell about the brand to others in a positive way, thereby leading the path for more potential customers. Brand loyalty also helps in eradicating the price sensitivity in a customer as they retain positive feelings for the brand possess an utmost dedication to the point of making repeated purchases with the brand.

Saili et al. (2012) made it evident that loyalty of a customer can be divided into or consists of two kinds of components: attitudinal and behavioral components. Attitudinal loyalty is when a customer is very much willing to purchase from the same brand even if the brand has increased the price (Liu et al., 2012). Such a consumer would try to overcome any kind of obstacles that stand in the way of them and the product or service of the brand. Behavioral loyalty can be defined as the act of repeating purchasing with the same brand on a consistent basis. If we consider the example of Apple iPhone users or iOS users, we can understand that these users demonstrate behavioral loyalty when they choose Apple iPhones even if other alternatives are available in the market. In the same example, we can see a clear display of attitudinal loyalty as those same users will not settle with any alternative brand regardless of the circumstances.

Fornerino & D’Hauteville made use of behavioral learning theories to analyze how brand loyalty can be affected by price incentives (Fornerino & D’Hauteville, 2010). As per the journal, it is stated that if the price incentives of a brand attract the consumer more than other benefits that the brand provides, then this may affect the overall brand loyalty of a consumer. This is because the consumers will instead look for the pricing incentives rather than the other positive aspects of the

brand. Accordingly, brand loyalty of a consumer may increase if the brand manages to stand out by providing many more incentives other than pricing incentives.

According to Li and Green (2011), in case of fierce and strong competition from other brands, brand loyalty or loyalty specific to a particular brand is substantial for ensuring the continued success of organizations. In fact, loyalty to a specific brand creates a number of practical advantages by increasing word of mouth marketing for the brand, thus reducing the marketing cost that would have to be spent on other marketing means (Keller, 1993). As per Fournier (1998), we can understand that loyalty towards a specific brand is the result of a number of several strong emotions (also known as ‘psychological attachment’). These emotions take place between the brand and the customer, thereby influencing the decisions of the consumer.

Therefore, we can consequently state that brand loyalty is the combination of two dimensions, one that requires to repeat the purchase pattern and buy from the same product, and two that compels the loyal customer to recommend the product further to others. (Zeithaml et al., 1996; Chaudhuri & Holbrook, 2001).

Customer Behavior

As per renowned research Patti Williams, the behavior of a consumer can be explained by the external events and numerous other activities that they perform. The behavior of a consumer takes into consideration the actions, feelings and thoughts of the consumer as well (Williams, 2014). Other than that, Darren Dahl also defines humans as rational with the ability to make decisions with a complete consciousness. He also states that humans can make decisions based on the satisfaction they derive even while consuming the most minute of the exertion. (Dahl, 2013)

According to Solomon (2006), consumer behavior can also be defined as the study of all those processes that are involved, which lead to an individual selecting, using or purchasing any kind

of product or service or even ideas and/or experiences to fulfil and hence, satisfy their needs and desires. Schiffman and Kanuk, both of whom are authors of the book namely Consumer Behavior, 9th Edition, have also chosen to define consumer behavior in a similar manner to Solomon. They defined consumer in a way that it refers to the display of actions such performing research for the purpose of purchasing, disposing or evaluating the products or services that they believe will help them un satisfying their needs and wants. (Schiffman, 2007). Based on the matter that has been discussed up until now, it is fairly easy to deduce that brand loyalty and consumer behavior pose a direct relationship with each other, therefore justifying both of their inclusion in this literature review.

Customer Satisfaction

Customer satisfaction has long been hailed as one of the top and primary tools for determining the success of a business. We can understand customer satisfaction by defining it as an overall evaluation taking in consideration the total purchase and consumption experience that the customer has had with the product or service over a period of time (Fornell et al.,1996). Marketing is accompanied with customer satisfaction as it helps in setting a certain level of expectation from the customer towards the goods or services of the brand. Therefore, as per Oliver (1999), it is important for companies to distribute viable information that helps them in understanding how they can be satisfied with the product. We can understand customer satisfaction by categorizing it into two types: external satisfaction and internal satisfaction. Internal satisfaction is the satisfaction that employees get from their organization while external satisfaction is what customers get from the products and services from that particular organization. The employees of a company are considered as the internal employees while consumers who buy goods and services from the same company will be considered as its external customers. According to the researcher Chordata (2013) added that, satisfaction can be

defined as the response from the customer when the customer experiences their pleasure level. It can also be defined as the overall level of fulfilment of the expectations that were set by the customer. Besides Gilbert, the author Oliver (1997) also defined customer satisfaction as meeting the consumer expectations with regards to the products and services. To put it in a simpler manner, if the consumer finds the performance and attributes of the product or service as matching their expectations, it means that the customer has been satisfied.

Brand Awareness

Brand awareness is necessary for the building of a strong brand (Buil et al., 2013) as it provides the brand with the strength that it deserves. Brand awareness provides the brand with the ability to be differentiated from other brands and competitors and leads to what appears to customers as brand choice (Valavi, 2014). Balaji (2011). This happens when the strength of brand relationships are influenced by brand awareness in a customer's mind. One of the most important reasons behind the importance is that it allows the customer to include the brand in their consideration set and provides the customer with adequate reason to do so. According to Aaker (1991), brand awareness is what gives the customer reason have the brand in their consideration set. Brand awareness has been prevalent in marketing education from a long time and thus, has been examined in the behaviour studies of customers as well. (Hsu et al., 2011; Huang & Cai, 2015; Bianchi & Pike, 2010). As seen in most models of the behaviour of customers, it was argued that brand awareness not only serves as a necessary step while choosing the brand, but it also served as the first and primary step towards choosing a brand. In fact, brand awareness is widely known as one of the central elements when it comes to discussing brand equity. (Azad et al., 2013). Brand awareness employs a crucial role in improving competition between brands and serves as a successful factor as well. (Jakeli & Tchumburidze, 2012).

As per Keller (1993), we can understand brand awareness by understanding its two main components: recognition and recall. Therefore, in practicality, we can understand brand awareness as the ability of customers to recall or recognize a particular brand when they are considering numerous options while making a purchase. It is brand awareness that allows the customer to remember a brand when they are contemplating different brands under a product's category section. Mishra and Mishra (2014) stated that brand awareness refers to the strength that a brand possesses in the customer's mind, which allows the customer to recall and recognize it from time to time. Accordingly, brand awareness also has an effect on the attitudes of the customers when it comes to brand loyalty. Moreover, as per Keller (1998), the breadth of brand awareness expresses the range of motives for purchase, in which the name of the brand may come to the consumer's mind. Normally, as per Aaker (1996), we refer to brand awareness as the ability to quickly recall and remember a certain brand without any external hint or signal. Therefore, we can deduce that brand awareness serves as a crucial component in the development of the image of a brand.

Brand awareness, employs a pivotal role in ingraining the brand in the mind of the customer since customers tend to use existing memory, awareness and knowledge for making purchase decisions and brand awareness helps in this regard as customers would have the know-how of a brand to buy its product or service. Therefore, we can relate brand awareness to brand loyalty when it comes to making purchase decisions. Subsequently, the extent and degree of brand loyalty may strengthen as the knowledge of the brand and awareness of the brand will increase purchase decisions, as per Keller (2003), marketers can aim to create and establish brand awareness in the long term by repetitive publicity and constant advertising.

Research Methodology

Research Design

The method that has been used in this survey is the quantitative research method by conducting the survey which primarily focuses on the understanding the impact of consumer behavior on the brand loyalty of Gul Ahmed. According to the Vogt (2006) The quantitative research is that type of research in which researcher are bound to ask such questions which are narrow in nature then it comes to collection of quantifiable data with statistically analyzing. This type of research basically explains the numerical data formula which is analyzed statistically. The quantitative research method has enabled the dependent and the independent variable such as consumer behavior, brand loyalty, brand awareness and the brand loyalty to achieve the aim of the study. The quantities date has involved the SPSS testing such as regression, correlation and all other statistical methods. Quantitative research is the kind of empirical research which measures the theory on the basis of dependent and the independent variable so that the theory can be analyzed whether it is or not as per the interest. (Yilmaz, 2013).

Description of Instruments

The research studies of the impact of consumer behaviour on brand loyalty of Gul Ahmed has used the questionnaire as the data collection instrument. The questionnaire is structured with the 5-point Likert scale using the close ended questionnaire technique. It has 3 sections of the independent variable whereas one section of dependent variable with is brand loyalty.

Questionnaire refers to the options for the answers. The aim of this questionnaire is to have the statistical analysis of the data. The researcher has conducted this study in the form of questioner due to the multiple reasons of exploring issues, a lot of answers which are in the mind of people. The questions are formed in a way that respondents can easily answer the questions and get rids of wasting of the time.

In this research study of the impact of consumer behaviour on brand loyalty of Gul Ahmed the questionnaires are filled by the consumers of Gul Ahmed who were aware about the material and the fabric used in the clothes and also about the price and stuff. Moreover, due to the quantitative

method of the research studies the close ended questionnaire has involved the SPSS testing such as regression, correlation and all other statistical methods for testing's and in the end conclusion and recommendations are given based on the tests results.

Procedure of the Study and Data Collection

The data collection has to two types of aspect one is primary data collection and the other is known as the secondary data collection. In primary data collection the data is collected for the first time the researcher is conducting the research for collecting the information. Its core aim is towards the data which refers to the current one. Primary can be conducted with different ways such as conducting interview, survey or in the form of questionnaire. The collected data in any of the following way refers to the data consider as original and there it has the capability of the high accuracy. Data which is referred to as primary collected through focus groups, telephonic surveys, and interviews etc. According to the Hox and Boeijs (2005) primary research can easily be conducted through pods and email all over the nation. Which can cover the geographical area and the population. More over in the primary data has the ability to provide the view which is realistic based and also had the high level of reliability when conducted by the researcher.

The primary data collection while conducting the survey in the form of the questionnaire. The questions are formed as the closed- ended question which makes the coding of the question easy and it has been easily answered by the respondents without any difficulty. Each question at stages is converted into form which is known as tabular in the Microsoft coding sheet and the imported in SPSS Software for having the statistical testings.

The other type of data collection which is the secondary data collection refers to the collection of the data which already exists and it does not include the current data where as it includes the existing data which is already research by the past researches. It can be in many types such as in the form of written or in the form of electronic. The data and the variation of the data is easily

available on the internet. Different topics such as products, application, markets, industry all form of research are available. These are referred into two broad categories internal and the external

data. The internal data is collected inside the organization where the research is being conducted which includes the outside sources research in the secondary data (Hox & Boeije, 2005).

The research study of this topic impact of consumer behavior on brand loyalty of Gul Ahmed is the Primary research data. It has allowed to save time and gain the value in the current study of the research. The research is gathered from articles, online books and many other source of electronics.

Data Analysis

This section provides the detailed summary of the Regression, Correlation, Reliability and correlation analysis. The aim of the study is to find out impact of consumer behavior on brand loyalty exclusively in relation to the clothing industry. The fact there are the high number of clothing brand consumer all over the world but this study is only limited to the people of the arachi. The drawing of inferences in this study is based on the information of the population. The sample size of the research was 324 consumers of clothing brand.

Reliability Analysis

To have the in-depth analysis of the consistency of the data we conduct the analysis of the reliability. The cronbach's Alpha is used in order to measure the consistency internally.

Table 6
Cronbach Alpha

Variable	Items	Cronbach's Alpha
ConsumerBehaviour	3	0.648
Brand Awareness	3	0.791
Customer Satisfaction	3	0.797
Brand Loyalty	3	0.777

Table 6 shows the variables reliability. The Cronbach's Alphas value of each variable such as consumer behavior has 0.648, Brand Awareness 0.791, Customer Satisfaction 0.797 and Brand loyalty 0.777. Hence the result of each variable is greater than 0.06 so when the value of Cronbach's Alpha is greater than 0.06 the data is said to be reliable.

Pearson's Correlation

The study of the relationship between the variables also measuring strength of each variable is referred to as the Pearson's correlation coefficient. The tables shows the relationship between the three dependent and the one independent variable.

Table 7: Correlations

			Brand Loyalty	Brand Awareness	Consumer Satisfaction	Consumer Behavior
Brand Loyalty	Pearson Correlation		1	.541**	.270**	.341**
	Sig. (2- tailed)			.000	.000	.000
	N		324	324	324	324
BrandAwarene ss	Pearson Correlation		.541**	1	.576**	.548**
	Sig. (2- tailed)		.000		.000	.000
	N		324	324	324	324
CustomerSatisf action	Pearson Correlation		.270**	.576**	1	.586**
	Sig. (2- tailed)		.000	.000		.000
	N		324	324	324	324
Consumer Behaviour	Pearson Correlation		.341**	.548**	.586**	1
	Sig. (2- tailed)		.000	.000	.000	
	N		324	324	324	324

**. Correlation is significant at the 0.01 level (2-tailed).

The above table of the correlation shows the relationship between the each variable. According to the table brand awareness shows 54.1 % correlation coefficient with the Brand Loyalty along with having the p-value 0.000, this result proves that the brand awareness has the significant relationship with the brand loyalty. Consumer satisfaction shows 27.0 % correlation coefficient with the Brand Loyalty along with having the p-value 0.000, this result proves that the Consumer satisfaction has the significant relationship with the brand loyalty. Similarly Consumer behaviour shows 34.1 % correlation coefficient with the Brand Loyalty along with having the p-value 0.000, this result proves that the Consumer behavior has the significant relationship with the brand loyalty. All the above results statistically prove that hypothesis has been approved.

Regression Analysis

This is the statistical method which shows the relationship and the impact of independent variables on the dependent variables.

Table 8

Regression Analysis Model Summary

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.644 ^a	.414	.409	.36231

- a. Predictors: (Constant), CustomerSatisfaction, ConsumerBehaviour, BrandAwarenes

This Model Summary shows that the value of the R is .644 which represents the strong correlation between the dependent and the independent variables. Whereas the value of Square is .414 (41.4%) represents the changes in the brand loyalty with respect to the predictors.

Table 9: Regression Analysis: ANOVA

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	29.736	3	9.912	75.508	.000 ^b
	Residual	42.007	320	.131		
	Total	71.743	323			

a. Dependent Variable: BrandLoyalty

b. Predictors: (Constant), CustomerSatisfaction, ConsumerBehaviour, BrandAwareness

The Criteria is that F- value should be greater than 4 and the P-value should be above 0.05. The above table of the Anova shows the higher F-value 75.508 and p value 0.000 hence it concludes that analysis is statistically significant.

Table 10

Regression Analysis: Coefficients

Coefficients						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.200	.196		6.122	.000
	ConsumerBehaviour	.102	.060	.087	1.711	.088
	BrandAwareness	.229	.052	.264	4.393	.000
	Consumer Satisfaction	.335	.043	.410	7.821	.000

a. Dependent Variable: Brand.Loyalty

The above table of Coefficient shows that Consumer behavior has beta value .087, t value 1.711 and the p value 0.88 whereas brand awareness has beta value .246, t value 4.393 and the p value 0.00 similarly brand awareness has beta value .410, t value 7.821 and the p value 0.00.

Over all the result of the regression coefficient of each independent variable on brand loyalty shows that two variables brand awareness and consumer satisfaction has the t- value greater than 2 and p value less than 0.05 where as consumer behavior does not have the t- value greater than 2 and p value less than 0.05. The justification of the sig value of the consumer behavior is that this value is not upto the criteria due to the reason that the questions made by the researcher doesnot have the positive reasons and therefore the hypothesis have been rejected.

Hypothesis Testing's

Table 11: Hypothesis Testing's

Hypothesis	Path	Co-efficient	t- value	P- value	Accept/reject
H1	Consumer Behavior – Brand Loyalty	.102	1.711	.088	Reject
H2	Brand Awareness – Brand Loyalty	.229	4.393	.000	Accept
H3	Consumer Satisfaction – Brand Loyalty	.335	7.821	.000	Accept

The table 11 shows the Regression Analysis summary which includes the reasons of hypothesis to be accepted or rejected. According to this table H2 and H3 are accepted because of t value greater than 2 and p- value less than 0.05.

Discussion and Conclusion

The study has successfully shed light on the impact of consumer behavior on brand loyalty, which thereby determines how well the clothing brands can manage to remain successful in the market. By collecting quantitative data through questionnaire surveys, it is now evident that brand loyalty plays an integral role in determining the consumer behavior. Along with brand loyalty, brand awareness also serves as a determining factor when it comes to making a purchase decision.

Consumers are much more likely to stay loyal to a brand after becoming aware of it, thereby highlighting the importance of brand awareness. Consequently, consumers will exhibit brand loyalty and continue to purchase from the same brand under most circumstances, in spite of having other choices beside them.

The clothing industry of Pakistan is one of the most successful and top-performing industries in Pakistan, growing larger day by day. While there are a number established brands that have acclaimed the top spot and sufficient market share, they continue to give and receive tough competition from each other as well as new emerging brands. In this regard, brands can benefit from building an adequate level of brand loyalty amongst its consumers, so as to retain their existing customers as well as their market share. Loyal customers help in increasing the brand sales via word-of-mouth, thus helping new create new customers as well.

In conclusion, it is suffice to state that brands need to prioritize building brand loyalty through various means as a means of influencing consumer behavior in a positive way that falls within their favor. They can do this by first spreading brand awareness and providing positive customer experiences to fulfil customer satisfaction. Once customer satisfaction has been achieved, customers will gradually become loyal to the brand, thus exhibiting brand loyalty for the particular brand.

Discussion

The results have proved that the brand awareness is the main independent variable which plays an important role for creating the value of a brand and give the sense of reliability and approves to be in the category of loyal brand. Furthermore the statistically analysis of the research consists of the correlation, regression analysis and hypothetical testing's. The brand awareness shows 54.1 % correlation coefficient with the Brand Loyalty along with having the p-value 0.000, this result proves that the brand awareness has the significant relationship with the brand loyalty. Consumer satisfaction shows 27.0 % correlation coefficient with the Brand Loyalty along with having the p-value 0.000, this result proves that the Consumer satisfaction has the significant relationship with the brand loyalty. Whereas the regression analysis concludes that each independent variable on brand loyalty shows that two variables brand awareness and consumer satisfaction has the t- value greater than 2 and p value less than 0.05 whereas consumer behavior does not have the t- value greater than 2 and p value less than 0.05 so over all H2 and H3 are accepted because of t value greater than 2 and p- value less than 0.05. Whereas H1 rejected due to t value less than 2 and p value greater than 0.05.

Conclusion

This study the Impact of consumer behavior on the brand loyalty shows the relationship between the consumer behaviors and the other factors such as brand awareness and consumer satisfaction on the brand loyalty of the brand Gul Ahmed. Here in this study consumer behavior, brand awareness and consumer satisfaction are the independent variable whereas brand loyalty is the dependent variable. According to the results brand awareness has the highest influence on the brand loyalty of the consumer overall consumer satisfaction has the significant relationship with the brand loyalty but consumer behavior doesn't have significant relationship between the brand

loyalty. This study has enable us to understand that customers plays a very important role for the brands and brand loyalty towards the customer becomes the ladder of the success. The Customers are the root towards the brand image as they share their experience with other people and then becomes the possibility for the brand to have the new customers.

Last but of course not the least the another important implication that need to be considered in the point is that in our research our H1 the impact of consumer behaviour has been rejected due to our primary research our based questions have been rejected. Whereas when we compare it out with the other secondary researches we find that as per there way of conducting the questions the consumer behaviour has the significant impact on the brand loyalty therefore when changings in the research to be implemented the results could lead towards the change.

Findings

During the entire study of the thesis authors has got the in-depth knowledge of how important is the brand loyalty for the brands. This is the reason that it is very important for the brands to have the in-depth knowledge of the customers' needs and wants along with knowing the ways of satisfying the customers. More over respondents in the different research studies provides that Gul Ahmed is the brand which has the variation in the designs due to which consumers find it easy when they select ready to wear. As Gul Ahmed is the brand which provides trendy embroidery's.

Customers Satisfaction. The analysis shows that the consumers are satisfied with the Gul Ahmed brand due to their brand loyalty because it matches with the latest trends and the fashion along with the reasonable prices are compared to the other brands. The different surveys and the research has proved that Gul Ahmed has the beauty with using various color's implementation in the fabric.

Recommendations

Large Scale Respondents

The very first recommendation is that this research should be conducted on a very large scale of respondents as we only took 324 respondents of Gul Ahmed consumers from only in Karachi due to the lack of time. It would therefore be recommended to have the research on the large scale covering across the country to have more detail knowledge on the studies.

Expanding Variables

As clothing industry is the vast field so number of variables fall under this category such as buying behavior, consumer perception, word of mouth and many other variable can be tested for having the detailed analysis of the variables with respect to the Gul Ahmed brand. As higher the data and more of variable the results opts to be more favorable.

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